

# Sales Order

Station: **WTMO-TV** Agency: **TARGETED PLATAFORM MEDIA**  
 Contract Name: **EL SUPER PAC EST 4982** Address: **1291 Hollywood Avenue**  
 Contract#: **475002786** City: **Annapolis** State: **MD**  
 Start Date: **9/13/16** End Date: **9/19/16** Zip: **21403**  
 Revenue Type: **POLITICAL SALES** Buyer: \_\_\_\_\_  
 NATIONAL Type: **Cash** Tax Schedule: **(None)**  
 Advertiser: **EL SUPER PAC VOTO LA** Agency Commission %: **15**  
 Address: \_\_\_\_\_ Billing Cycle: **Standard**  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: **5206nnat** Comm %: **15**  
 Product Name: **818-ISSUE** Makegood Policy: **Within Contract Dates**  
 Estimate #: **EST 4982**  
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$		
1	9/18/16	9/18/16		11:00 AM	1:00 PM	30							1	1	D	125.00	1	125.00	1	
2	9/13/16	9/16/16		12:00 PM	2:00 PM	30		1	1					2	D	225.00	2	450.00	1	
3	9/13/16	9/16/16		2:00 PM	3:00 PM	30		1	1					2	D	250.00	2	500.00	1	
4	9/13/16	9/16/16		3:00 PM	4:00 PM	30			1	1				2	D	275.00	2	550.00	1	
5	9/18/16	9/18/16		11:30 AM	12:00 PM	30							1	1	D	150.00	1	150.00	1	
6	9/13/16	9/16/16		5:30 PM	6:00 PM	30		1	1					2	D	375.00	2	750.00	1	
7	9/19/16	9/19/16		5:30 PM	6:00 PM	30	1							1	D	375.00	1	375.00	1	
8	9/18/16	9/18/16		4:00 PM	5:00 PM	30							1	1	D	250.00	1	250.00	1	
9	9/13/16	9/16/16		6:00 AM	7:00 AM	30		1	1					2	D	125.00	2	250.00	1	
10	9/19/16	9/19/16		6:00 AM	7:00 AM	30	1							1	D	125.00	1	125.00	1	
11	9/13/16	9/16/16		7:00 AM	10:00 AM	30		1	1					2	D	175.00	2	350.00	1	
12	9/19/16	9/19/16		7:00 AM	10:00 AM	30	1							1	D	175.00	1	175.00	1	
13	9/13/16	9/16/16		6:00 AM	10:00 AM	30		1	1					2	D	150.00	2	300.00	1	
14	9/19/16	9/19/16		6:00 AM	10:00 AM	30	1							1	D	150.00	1	150.00	1	
15	9/13/16	9/16/16		6:00 PM	6:30 PM	30		1	1					2	D	700.00	2	1,400.00	1	
16	9/19/16	9/19/16		6:00 PM	6:30 PM	30	1							1	D	700.00	1	700.00	1	
17	9/13/16	9/16/16		6:30 PM	7:00 PM	30		1	1	1				3	D	600.00	3	1,800.00	1	
18	9/19/16	9/19/16		6:30 PM	7:00 PM	30	1							1	D	600.00	1	600.00	1	
19	9/17/16	9/17/16		5:30 PM	6:00 PM	30						1		1	D	200.00	1	200.00	1	
20	9/18/16	9/18/16		5:30 PM	6:00 PM	30							1	1	D	250.00	1	250.00	1	
21	9/13/16	9/16/16		11:30 PM	12:00 AM	30		1						1	D	400.00	1	400.00	1	
22	9/13/16	9/16/16		11:00 PM	11:35 PM	30		2	2					4	D	600.00	4	2,400.00	1	
23	9/19/16	9/19/16		11:00 PM	11:35 PM	30	1							1	D	600.00	1	600.00	1	
24	9/13/16	9/16/16		7:00 PM	8:00 PM	30		2						2	D	725.00	2	1,450.00	1	
25	9/19/16	9/19/16		7:00 PM	8:00 PM	30	1							1	D	725.00	1	725.00	1	
26	9/13/16	9/16/16		8:00 PM	9:00 PM	30		1	1					2	D	800.00	2	1,600.00	1	
27	9/19/16	9/19/16		8:00 PM	9:00 PM	30	1							1	D	800.00	1	800.00	1	
28	9/13/16	9/16/16		9:00 PM	10:00 PM	30		1	1					2	D	750.00	2	1,500.00	1	
29	9/19/16	9/19/16		9:00 PM	10:00 PM	30	1							1	D	750.00	1	750.00	1	
30	9/13/16	9/16/16		10:00 PM	11:00 PM	30		1	1					2	D	850.00	2	1,700.00	1	
31	9/19/16	9/19/16		10:00 PM	11:00 PM	30	1							1	D	850.00	1	850.00	1	
32	9/17/16	9/17/16		9:00 PM	11:00 PM	30						1		1	D	200.00	1	200.00	1	
33	9/18/16	9/18/16		10:00 PM	11:00 PM	30							1	1	D	425.00	1	425.00	1	

## Billing Projections: By Month

	Sep 16
CA	22,850.00
ST	22,850.00

☒ Print Spot Prices

4982

TOTAL SPOTS 50

GROSS TOTAL \$ 22,850.00

ADJUSTED SPOTS 50

ADJUSTED TOTAL \$ 22,850.00

APPROVE      DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

ORDER WORKSHEET

Rep Order# 1466569 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/12/16 4:11 PM  
Last Received: 09/12/16 2:24 PM  
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO  
Advertiser (ESPV) EL SUPER PAC VOTO LA  
Product 818 - ISSUE  
Estimate# 4982  
Buyer JULIE KEANE

Agency (TPME) TARGETED PLATFORM MEDIA  
1291 HOLLYWOOD AVE  
ANNAPOLIS, MD 21403  
Agency C/P1/P2/E 808/818/4982  
Flight Dates 09/13/16-09/19/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

--- CONTRACT COMMENT ---

30 MIN SEPARATION. WEEK OF 9/13 ONLY ORDER ID: 5382624

*Political Order*

--- REMARKS ---

PLEASE NOTE NEW 3Q'16 POLITICAL ORDER. PLEASE NOTE 30 MIN SEP BETWEEN SPOTS. PLEASE NOTE THIS ORDER REPRESENTS ONLY THE WEEK OF 9/13 OF THE ORDER, REST OF ORDER WILL BE COMING IN SEPARATED BY THE WEEKS ORDERED. PLEASE CONFIRM. THANKS AND REGARDS.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Su	11A-1P	AVG. ALL WKS	30	-	-	\$125.00	109/18-09/18	1	1	\$125.00
2	Tu-F	12P-2P	AVG. ALL WKS	30	-	-	\$225.00	509/13-09/16	2	2	\$450.00
3	Tu-F	2P-3P	SUELTA LA SOPA	30	-	-	\$250.00	309/13-09/16	2	2	\$500.00
4	Tu-F	3P-4P	MJR CERRADO	30	-	-	\$275.00	909/13-09/16	2	2	\$550.00
5	Su	1130A-12P	AVG. ALL WKS	30	-	-	\$150.00	509/18-09/18	1	1	\$150.00
6	Tu-F	530P-6P	CASO CERRADO	30	-	-	\$375.00	609/13-09/16	2	2	\$750.00
7	M	530P-6P	CASO CERRADO	30	-	-	\$375.00	709/19-09/19	1	1	\$375.00
8	Su	4P-5P	AVG. ALL WKS	30	-	-	\$250.00	809/18-09/18	1	1	\$250.00
9	Tu-F	6A-7A	SUELTA LA SOPA	30	-	-	\$125.00	909/13-09/16	2	2	\$250.00
10	M	6A-7A	SUELTA LA SOPA	30	-	-	\$125.00	1009/19-09/19	1	1	\$125.00
11	Tu-F	7A-10A	UN NUEVO DIA	30	-	-	\$175.00	1109/13-09/16	2	2	\$350.00
12	M	7A-10A	UN NUEVO DIA	30	-	-	\$175.00	1209/19-09/19	1	1	\$175.00

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Flight Dates 09/13/16-09/19/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	Tu-F	6A-10A	NUEVO DIA	30	-	-	\$150.00	3 09/13-09/16	2	2	\$300.00
14	M	6A-10A	NUEVO DIA	30	-	-	\$150.00	4 09/19-09/19	1	1	\$150.00
15	Tu-F	6P-630P	TELNTC ORLANDO	30	-	-	\$700.00	5 09/13-09/16	2	2	\$1,400.00
16	M	6P-630P	TELNTC ORLANDO	30	-	-	\$700.00	6 09/19-09/19	1	1	\$700.00
17	Tu-F	630P-7P	NOTICIERO TLMD	30	-	-	\$600.00	7 09/13-09/16	3	3	\$1,800.00
18	M	630P-7P	NOTICIERO TLMD	30	-	-	\$600.00	8 09/19-09/19	1	1	\$600.00
19	Sa	530P-6P	AVG. ALL WKS	30	-	-	\$200.00	9 09/17-09/17	1	1	\$200.00
20	Su	530P-6P	AVG. ALL WKS	30	-	-	\$250.00	10 09/18-09/18	1	1	\$250.00
21	Tu-F	1130P-12A	TELNTCS P RICO	30	-	-	\$400.00	11 09/13-09/16	1	1	\$400.00
22	Tu-F	11P-1135P	TELNTC ORLANDO	30	-	-	\$600.00	12 09/13-09/16	4	4	\$2,400.00
23	M	11P-1135P	TELNTC ORLANDO	30	-	-	\$600.00	13 09/19-09/19	1	1	\$600.00
24	Tu-F	7P-8P	CC-ED ESTL	30	-	-	\$725.00	14 09/13-09/16	2	2	\$1,450.00
25	M	7P-8P	CC-ED ESTL	30	-	-	\$725.00	15 09/19-09/19	1	1	\$725.00
26	Tu-F	8P-9P	AVG. ALL WKS	30	-	-	\$800.00	16 09/13-09/16	2	2	\$1,600.00
27	M	8P-9P	AVG. ALL WKS	30	-	-	\$800.00	17 09/19-09/19	1	1	\$800.00
28	Tu-F	9P-10P	BAJO-CIELO-TEL	30	-	-	\$750.00	18 09/13-09/16	2	2	\$1,500.00

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29	M	9P-10P	BAJO-CIELO-TEL	30	-	-	\$750.00	09/19-09/19	1	1	\$750.00
30	Tu-F	10P-11P	SRA ACER 2-TEL	30	-	-	\$850.00	09/13-09/16	2	2	\$1,700.00
31	M	10P-11P	SRA ACER 2-TEL	30	-	-	\$850.00	09/19-09/19	1	1	\$850.00
32	Sa	9P-11P	ACG. ALL WKS	30	-	-	\$200.00	09/17-09/17	1	1	\$200.00
33	Su	10P-11P	CN MLL SU2	30	-	-	\$425.00	09/18-09/18	1	1	\$425.00

## ---REPORT TOTALS---

Report Totals: 50 / \$22,850.00

## ---SALES MONTHLY TOTALS---

Sep2016: 50 / \$22,850.00

Order Totals: 50 / \$22,850.00 Total GRPS: 0.0

## --- COMPETITIVE ---

Market Totals \$22,850.00 OTH 0.00% WTMO 100.00% WVEN 0.00%

Books [null]  
Demos RA35+P

## --- CREDIT RISK ---

CASH IN ADVANCE



**POLITICAL INQUIRY RECORD:  
NATIONAL AND LOCAL ISSUE ADS  
ALL QUESTIONS MUST BE ANSWERED**

- ☒ Ad "communicates a political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) any election to federal office; or (3) a national legislative issue of public importance (e.g., Affordable Care Act, IRS tax code, etc.)

OR

- ☐ Ad relates to state or local issue and does not communicate a political matter of national importance
- 

**1. Requested by (Agency name, address, phone number & contact)**

**Agency Name** Targeted Platform Media LLC

**Contact** Julie Keane

**Phone Number** 202-813-4797

**Address** 650 Massachusetts Ave. NW Suite 210 Washington, DC 20001

**2. Paid for by (Advertiser/sponsor name, address, phone number & contact):**

**Name** El Super PAC Voto Latino

**Contact** Robert Raben

**Phone Number** (202) 654-6200

**Address** 700 13th St. NW Suite 600 Washington, DC 20005

**3. Date of request:** 8/25/16

**4. Request received by:**

Will Hildebrandt

**5. Details:**

**6. If ad refers to federal candidate(s) or federal election, list:**

**Names(s) of candidate(s) referred to, office being sought and date of election:**

Ingrid Duran, Maria Teresa Kumar, Robert Raben-Treasurer



**POLITICAL INQUIRY RECORD:  
NATIONAL AND LOCAL ISSUE ADS  
ALL QUESTIONS MUST BE ANSWERED**

7. If ad refers to a national legislative issue, identify:
8. List sponsor's chief executive officers, members of executive committee or board of directors:
9. Date and nature of follow-ups, if any:
10. Disposition:
  - ☐ Accepted – see attached contract details
  - ☐ Rejected – provide reason:

Additional Information:

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

El Super Pac Voto Latino

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: El Super Pac Voto Latino



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: El Super Pac Voto Latino  
General Election: November 8, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

El Super Pac Voto Latino

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Robert Raben  
Executive Officers: Ingrid Duran, Maria Teresa Kumar

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/9/2016

Date

Signature

202-965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title